

Report

Entrepreneurship Workshop: Scale, Grow and Impact

(04 Aug- 05 Aug 2017)

Getting to know what lies behind the computer screens for our entrepreneurs was a very exciting journey to embark upon. The field of digital marketing and online reach has been limited to social media. The motive was to pull people above the sea of disoriented world of media where they had dived neck deep and weren't sure as to how can the power of the internet be leveraged for the utter benefit of them and their ventures. So with the help of the experts in the fields of marketing and traction, we took this great opportunity of organising this workshop for entrepreneurs.

We called on two experts from the very field of marketing tailing with them was huge experience and the zeal to pass that knowledge on..

Mr. RohitSrivastav is a MBA Graduate in Marketing. He left a well settled job in one of the biggest conglomerates of India to join startups. He has worked with Startups from the ideation phase to growth and beyond. He is a pioneer of one of the latest trends in digital marketing, that is content and Inbound marketing. A self learned individual, believes in keeping updated with the latest trends and technology.

ShafiqueGajdhar also a Marketing major, MBA, has worked with one of the most notable startups out of India, WebEngage. He is currently heading SEO, Growth and Inbound Marketing for another respected startup, FusionCharts

The motive being realised which a few weeks back seemed like an unscalable mountain. All the hard work borne fruits which otherwise would have been futile if not for the collaborative efforts of the whole team. No self-boasting should be devised here, as a matter of fact, constant efforts were put into making this workshop a drinkable tasty cup of success and with the whole thing being fluid as well. The aim of the workshop was to give the basic understanding to the budding entrepreneurs already in their growth stage and make them understand the meaning of digital marketing along with how to use the technique to their utmost advantage. While selecting applications, it was always a tough choice to make keeping into account the various inclusion and exclusion criteria set as per the requirements. It helped us not only to select the best few for

the course of the workshop but also to make sure that each one of the selected is on the same page after the commencement of the training so that the knowledge sharing level is equalised.

The long list of ventures who attended this workshop is greatly homogenous in terms of their works but perfectly fit for this knowledge exchange because of the stage they were in. The attendees were the representatives of different venture either the CEOs, directors or even the marketing officers of that venture. There were 35 ventures participated in the workshop and were from different fields, like social work, technology startups, energy efficiency, human resource management, real estate and many such scalable ventures.

Enactus IIT delhi (Titli) , Enactus NIEC (Entrinus) , Neswen foundation, Navothan were the social sector startups who were catering to the masses by benefiting them in improving their standard of living, by helping them in generating sustainable income and enabling them in fulfilling basic amenities of hygiene and cleanliness for them. The idea of making low cost sanitary pads and taking them to villages and the suburbs to sell was hugely appreciated by the mentors, and special marketing plan was taught to them to channelise their products in right direction and reach to the masses easily and with right pace.

Technology startups like **EVC Technologies, Fitnano, Resonant Electronics** were more of a product based startups, they were into creating GPS enabled safety bands for kids, end to end monitoring movements of students in schools, on the same lines of using technology for better and safe world, Resonant electronics are into making of energy efficiency products for the conservation of energy and efficient power. Many other technology startups in the workshop like - **IT webstars, Digimode, Digital transformers** were more of service based i.e., providing digital marketing services to other businesses.

Some other unique startups in the workshop were **MrOwner ,StarTeachers , Unisys Infotech**. They were more of reaching out to the beneficiaries and connecting them with the required best solutions in the market. **MrOwner** works for connecting the prospective tenants to the landlords who are willing to rent their houses. On the same lines of bridging the gap between the beneficiaries to the solution providers two more startups were attended the workshop

StarTeachers and **Unisys infotech** working in the education sector and catering the problem of teacher's scarcity and vocational training.

There were also startups who were media websites for particular sectors, like **Environment today**, they write articles and blogs for environmental issues and creating awareness among the readers. There were two startups who were completely different yet similar to each other because of the problems they were into, managing human resource and providing a perfect ecosystem for human development and bringing efficiency. **Ramn finance** and **People Matrix** are those startups who are catering to the above mentioned problems. Bringing efficiency to the organisation through HR consultancy and on the other hand Ramn finance supporting people through short term loans to the downtrodden of the society.

The Day 1 comprised of understanding of the fundamental topics of branding, Unique selling proposition, basic know-how's of digital marketing, so on and so forth. The introductory session was well managed by Mr. Rohit Srivastava and from the very beginning the startups felt comfortable discussing their personal problems related to work and the marketing blocks they faced. It was a great way to start and the resource person should be appreciated for the same.

Insights about visitor to customer conversions and the website and web application traffic seemed to be very useful and accounted for a healthy part of discussion to get going and bringing out the case studies from within the group.

Next segment was a technical journey through Google Adwords. The mettle of the experts was tested here as they were successful enough in keeping the people engaged throughout the 3 hour session whilst answering all the diverse queries posted by the group as a challenge. Mr. Shafique here showed his real expertise by handling particular start up related problems and solving them with all the experience he has had in the industry. The participants were in an awe after the day ended and were told that they were leaving with just the first look of the advertisement because what had to follow the next day was super challenging and full of learning experiences.

The Day 2 was all about marketing elements being discussed in a much deeper sense so as to give the participants, a road map for their very own ventures and a plan for how to go about it. Our experts made sure that there was a ready plan for almost each of the participating ventures. They, while discussing about the inbound marketing techniques, scratched on the white-board, in simple steps, a plan to go about it. It started with how to do keyword research, understanding competitors to Google adwords and Adword planner, how to make use of Ahref tool, how to modify content accordingly and finally, how to attract traffic on the website.

Participants were also made aware of how to start their own blogs, and the various techniques of search engine optimisation and the benefits associated with it. The experts took the very real life examples from amongst the participants to explain all the tools and various marketing blocks that came often in the lives of entrepreneurs. This gesture of experts relating the examples to situations was well appreciated by the participants later in the feedback session.

In the end, social media marketing was touched upon whereby the tips and tricks of using social media to ones utmost benefit were discussed in detail and all participants showed special interest during this session as social media happens to be close to all of us equally and hence more relatable.

At last, the workshop was ended with the valedictory ceremony and certificate distribution followed by a nice a quirky photo session to imbibe the memories deep in our hearts. CSEC's first attempt in this field of entrepreneurship proved out to be a ship that sailed through calmly and hence paved way for the other workshops to follow and explore this particular field more and bring out the gems from the deep waters.

We sincerely hope that this kind of initiative is taken further with the help of the University and ultimately help the students and associated people learn and engage more also increasing the knowledge sharing which is the goal.

From the resource persons' desks..

The entrepreneurship workshop - scale, grow and impact was something which was very realistic

and eye opener for the budding as well as the already established startups in the Delhi and NCR region.

This type of event in the university setup is completely new and very encouraging for us as being the corporates because this shows the freshers will now be more aware and familiar with the actual functioning of the organisational setups, different methods of diverse business groups and their impactful steps and strategies to grow.

These events are more logical and meaningful when the audience or the learners interact and delve into meaningful real life problems. The one on one interaction and the brainstorming on the real life business problems took the whole discussion to the new level.

The limited audience made the whole process meaningful and helped in producing something tangible out of those two full packed days. The logistical support by the centre and the University fueled to make the whole event smooth and running without any hindrance.

The need of the hour is what we discussed in the event, the tools, the methods, the practical implementation of the ideas discussed in the theories. All of these helps in driving a economy of learned individuals to learned and skilled human resource which is a boon for any growing economy like India.